

## CLAIMS

1. Process for the preparation of a cosmetic which comprises extruding a paste obtained by mixing at least fats for cosmetic use, colouring powders and at least one solvent for cosmetic use, and subsequently drying the extruded product.
2. Process according to claim 1, wherein said paste is obtained by mixing at least one fatty emulsion in a solvent for cosmetic use, with colouring powders.
3. Process according to claim 1, wherein said fats are chosen from fatty acids, triglycerides, waxes, and fruit and seed oil derivatives and extracts.
4. Process according to claim 3, wherein said fats are chosen from sorbitan stearate, isopropyl stearate, caprylic/capric triglycerides, dipentacrythryl hexahydroxystearate/ stearate rosinat (Cosmol 168AR), magnesium myristate and olive oil.
5. Process according to claims 1 or 2, wherein said solvent for cosmetic use is water.
6. Process according to claims 2 to 5, wherein said emulsion furthermore comprises one or more solid or liquid additives chosen from preserving agents, thickeners, adhesives, diluents and gelling agents.
7. Process according to claim 1 or 2, wherein said colouring powders comprise synthetic and/or natural pigments, matte or pearly, with inert powders as diluents.
8. Process according to claim 1, wherein drying is performed at temperatures between 35 and 55°C.
9. Process according to claim 1, wherein the dried product is further processed in order to modify its dimensions and/or shape.

10. Process according to any one of the previous claims that comprises:

(a) preparing the two phases called "colouring powders" and "fatty emulsion";

5 (b) mixing said two phases;

(c) extruding the paste obtained as above;

(d) drying the extruded product;

(e) sizing the dried product, if required.

10 11. Process according to claim 10 wherein phase (c) is performed with an extruder or a drawing machine according to various shapes and sizes.

12. Process according to claim 10 wherein the fatty emulsion and colouring powders phases are mixed in a proportion of approximately 50-50% by weight.

15 13. Process according to claim 10 wherein phase (d) is performed in an oven, under vacuum or with fluidised bed.

14. Process according to claim 10 wherein phase (d) is performed in an oven at a temperature between 35 and 55°C, until obtaining a residual humidity below or equal to 5%.

20 15. Cosmetic suitable to be obtained via the process of any one of the previous claims.

16. Cosmetic of claim 15 which is an eye shadow or blusher.

17. Use of the product suitable to be obtained via the process of any one of the claims from 1 to 14 as a cosmetic.